



Swachh Bharat Abhiyan



Organized by

ENVIS Resource Partner

on

Forest Genetic Resources and Tree Improvement
Institute of Forest Genetics and Tree Breeding
(Indian Council of Forestry Research and Education)
Coimbatore

Swachh Bharat Abhiyan

The ENVIS Resource Partner on Forest Genetic Resources and Tree Improvement at the Institute of Forest Genetics and Tree Breeding, Coimbatore organized an awareness programme on “**Swachh Bharat**”. The main objective of this awareness programme was to inculcate the value of cleanliness among all stakeholders for maintaining clean, green and healthy surroundings and to improve the quality of life of people. An awareness poster highlighting the vision and objectives of “Swachh Bharat Mission (Grameen) phase II” was released by Dr C. Kunhikannan, Director, IFGTB on 06.10.2020 during the Workshop on Prioritization of FGRs for Conservation and Development. Dr Kannan CS Warier, Scientist F and Coordinator ENVIS, Shri S. Senthilkumar, Group Coordinator Research, Shri K. Murali Sankaar, Head of Office, Dr R. Anandalakshmi, Head, Forest Genetic Resource Management and Dr S. Vigneswaran, Programme Officer, ENVIS were present during the release. Softcopy of the awareness poster was transmitted electronically to students and other stakeholders.





ENVIS Resource Partner on Forest Genetic Resources and Tree Improvement
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SWACHH BHARAT ABHIYAN

Committed to building a Swachh and Swasth Bharat

To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. The mission was implemented as nation-wide campaign/Janandolan which aimed at eliminating open defecation in rural areas during the period 2014 to 2019 through mass scale behavior change, construction of house hold-owned and community-owned toilets and establishing mechanisms for monitoring toilet construction and usage.

VISION - PHASE II

The aim of Swachh Bharat Mission - Grameen is to ensure the open defecation free behaviours are sustained

Objectives

- Open defecation free (ODF) behaviours are sustained and no one is left behind.
- Solid and liquid waste management facilities are accessible and reinforcing ODF behaviours and focus on providing interventions for safe management of solid and liquid waste in villages.
- To encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- To develop, wherever required, community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.
- To create significant positive impact on gender and promote social inclusion by improving in marginalized communities.

Poster No 07/IFGTB/ENVIS - October 2020

Swachh Bharat Since 2nd October 2014

10,68,41,518
Household
Toilets Built

706
Open Defecation
Free Districts

63.3%
of Rural population
practicing Solid
Liquid Waste
Management (SLWM)

6,03,177
Open Defecation
Free Villages

35
Open Defecation
Free States/UTs

Source: National Annual Rural Sanitation Survey (NARSS) 2018-19

Role of Citizen and Community



Change the mindset



Do not litter



Avoid plastics



Raise Awareness



The 3R's
Reduce
Reuse
Recycle
Follow the 3 R Rule of environmental conservation



Plant more trees



Participate in cleaning activities



Share pictures of Impact